



Since joining the family, Jim Fris has been responsible for establishing all operations encompassing strategy, growth initiatives, profitability, purchasing, marketing and supportive corporate culture as the company's Chief Operating Officer. Under his tenure P.J.W. Restaurant Group has opened over a dozen new restaurants, increased revenues and created synergies with local sports teams, the Wells Fargo Center, Comcast Sports Net, Temple University and many others. His keen eye, unbridled enthusiasm and across the board standards for quality service and commitment to the community

has served him and the group well.

Jim brought more than thirty years of local and national leadership and hospitality management experience to the P.J.W. family dinner table. He was formerly the Vice President of Brock and Company in Malvern, PA. Prior to that, he served as District Manager and Director of Purchasing for the Phoenix-based Restaurant Dining Services.

A graduate of the State University of New York, he has an AAS degree in Business Administration and is the President of the Brandywine Chapter of the Pennsylvania Restaurant Association.

A resident of West Chester, PA, Jim enjoys fishing, CrossFit and spending time with his close-knit family and extended work family at his favorite P.J. Whelihan's.

FONDEST MEMORY OF P.J.W. RESTAURANT GROUP

"It was 2010. We just opened the Downingtown P.J. Whelihan's and the Giants were playing the Eagles. With no time on the clock, Desean Jackson ran back a punt to win the game. I thought the roof came off the restaurant. Customers I didn't even know were hugging me and out of the corner of my eye I spotted my 15-year old son who was supposed to be at the front desk, going through the crowd slapping fives as if the restaurant was his home and these folks were guests at his own big party."